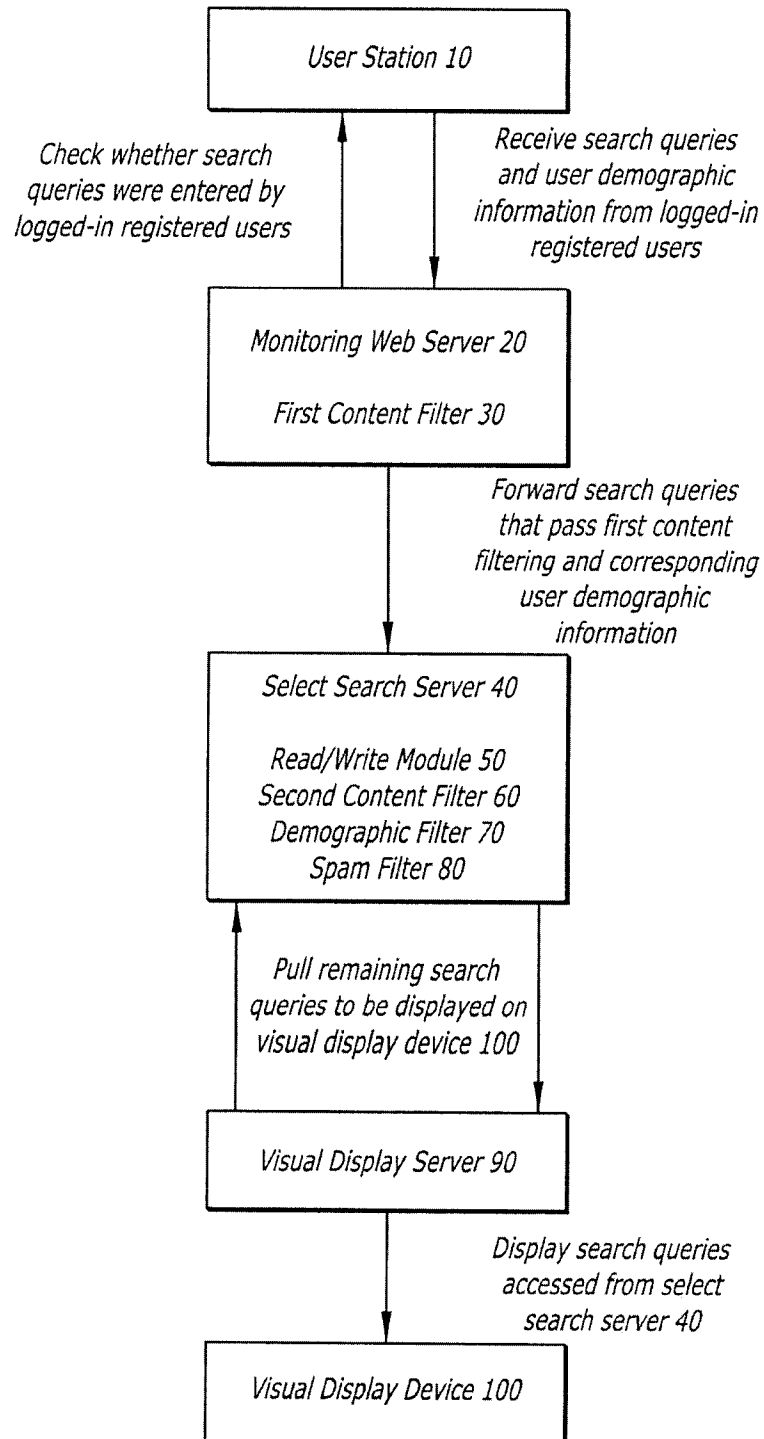


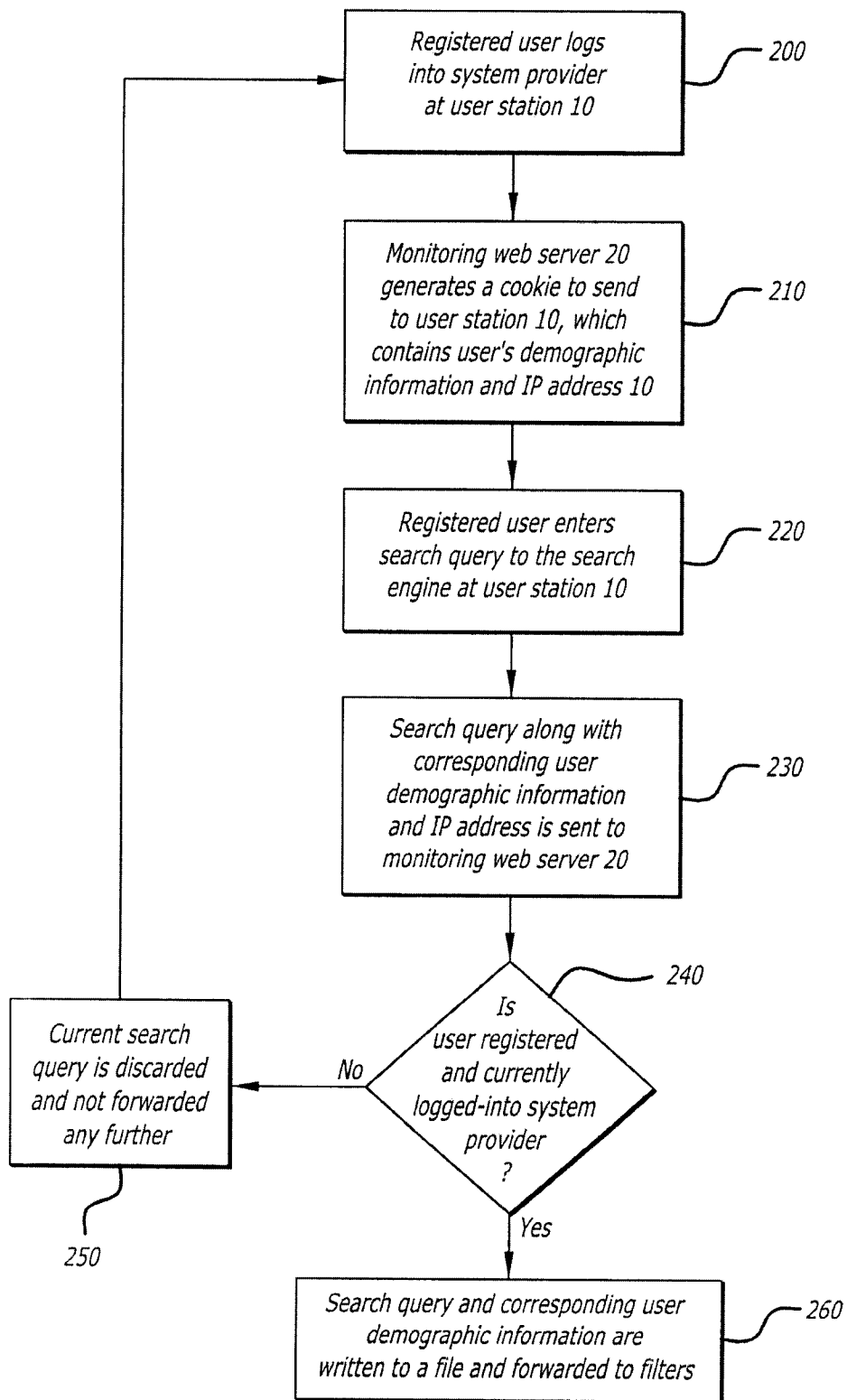
1/18

FIG. 1



2/18

FIG. 2



3/18

FIG. 3

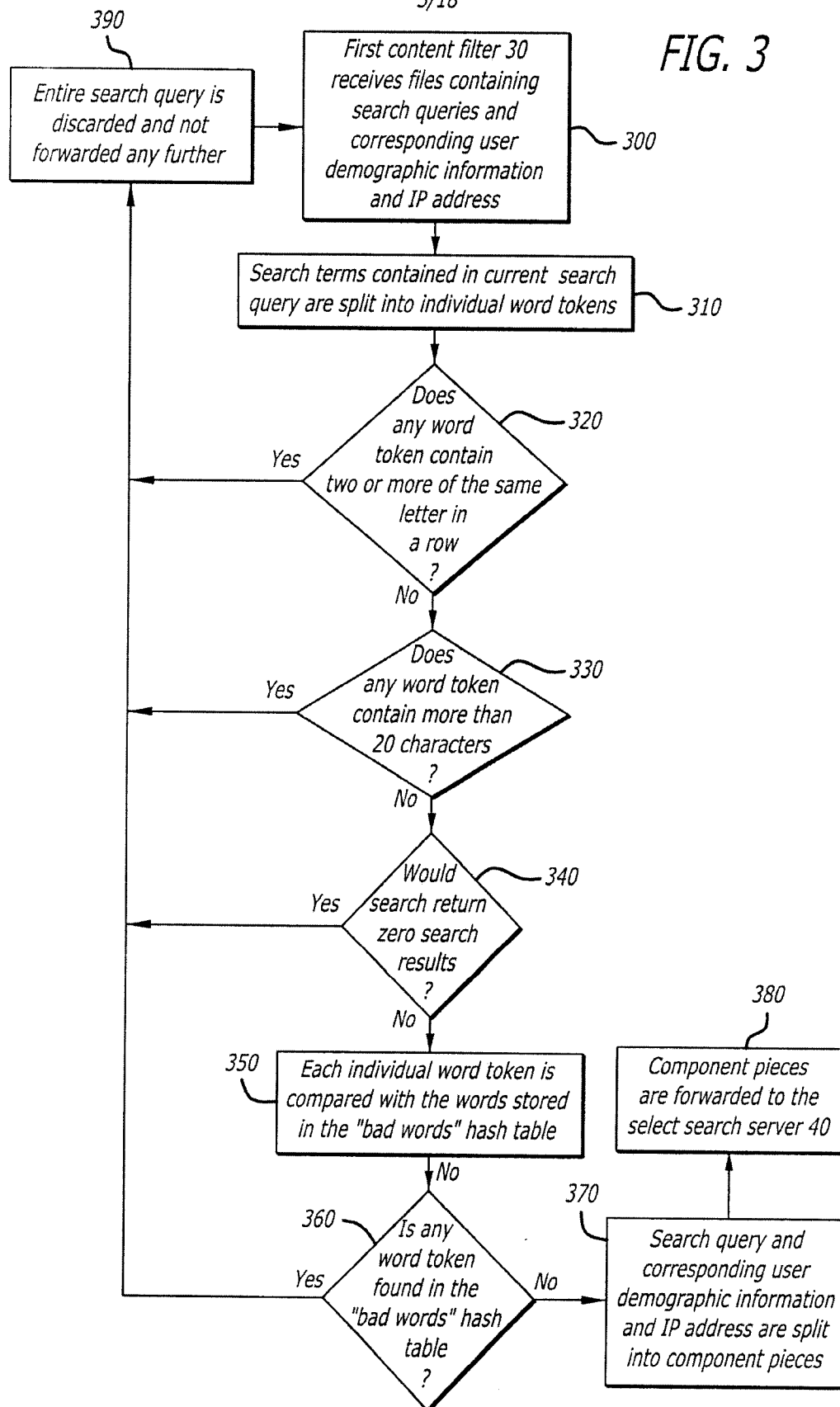


FIG. 4

4/18

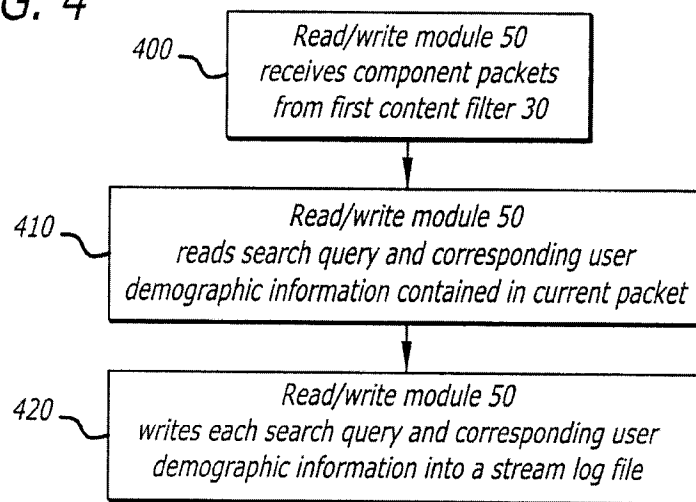
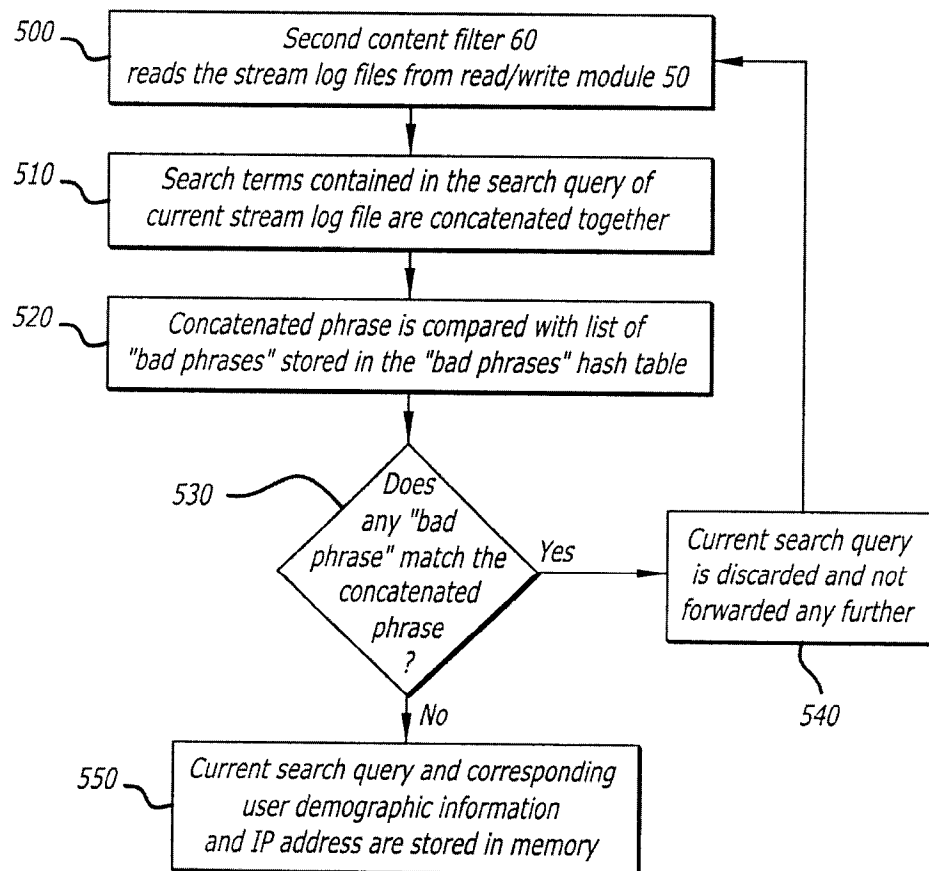
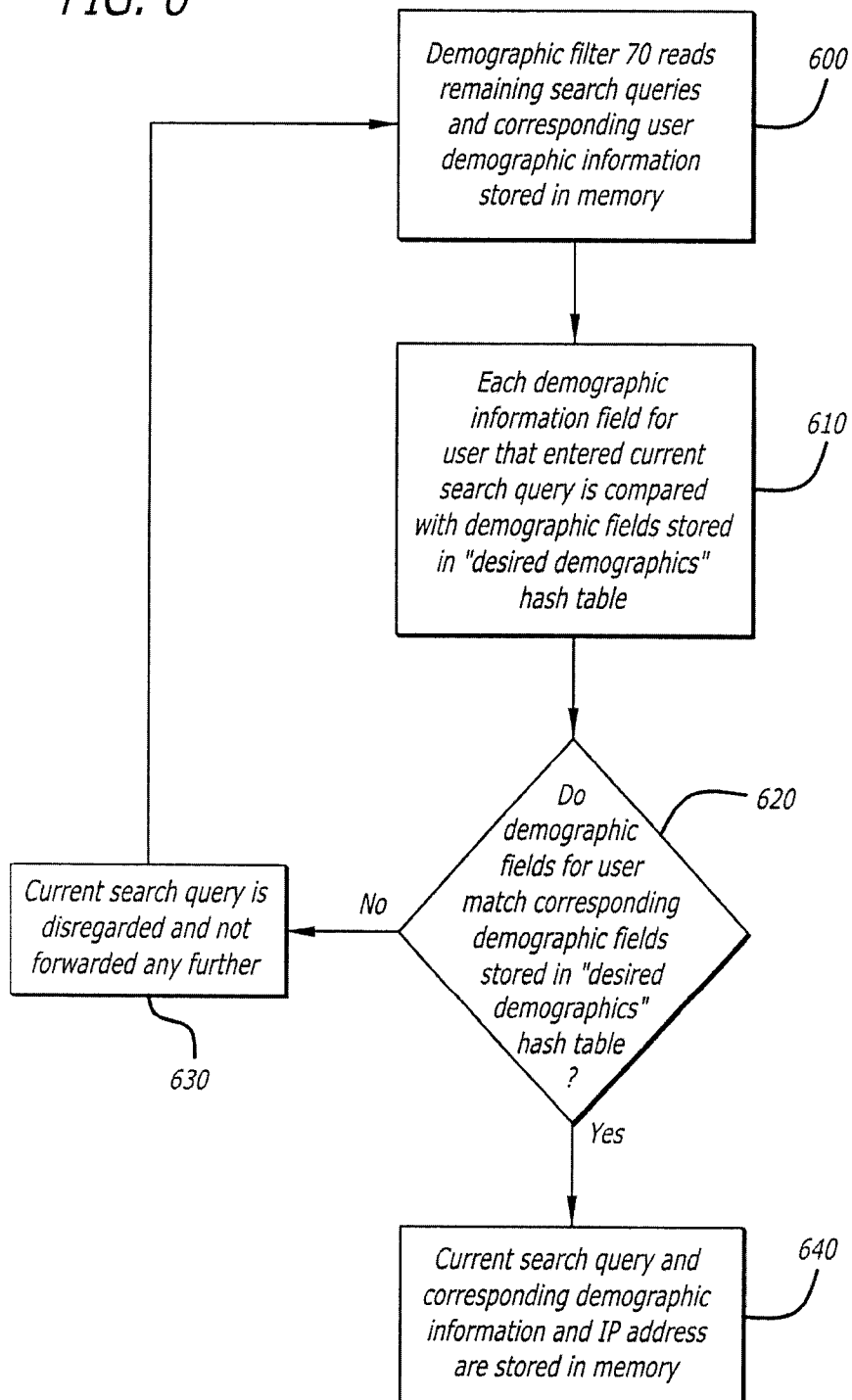


FIG. 5



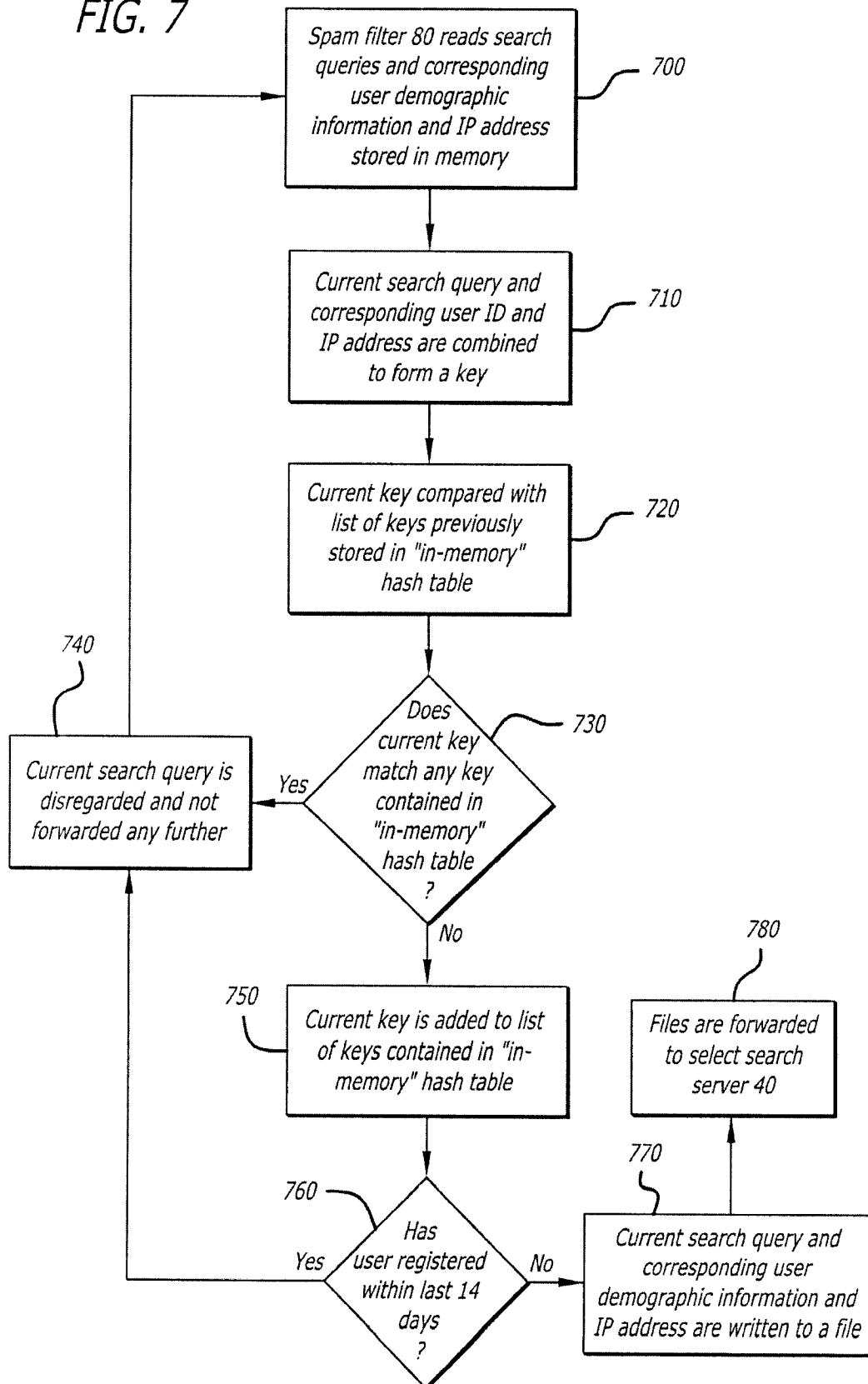
5/18

FIG. 6



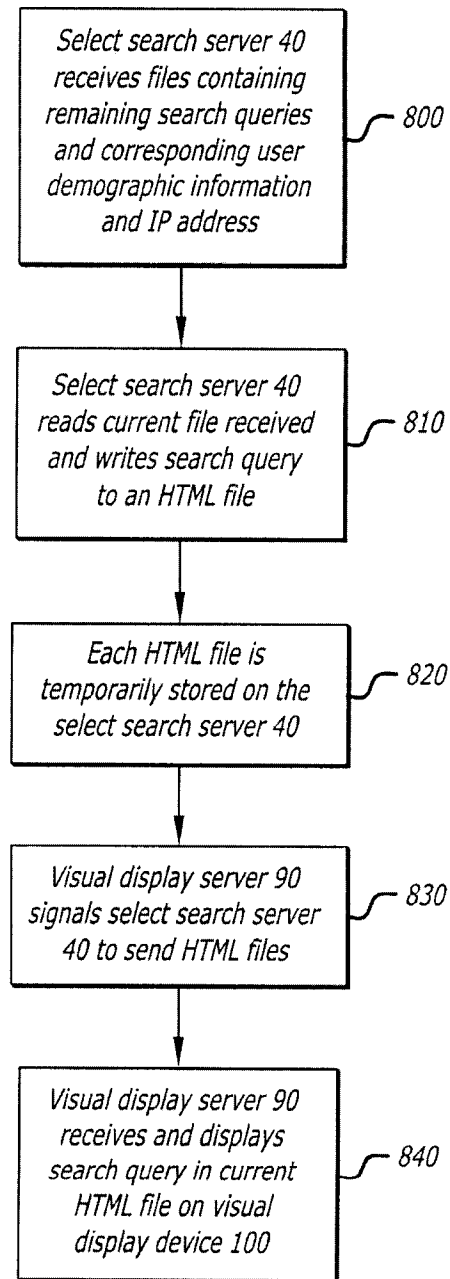
6/18

FIG. 7



7/18

FIG. 8



8/18

FIG. 9A

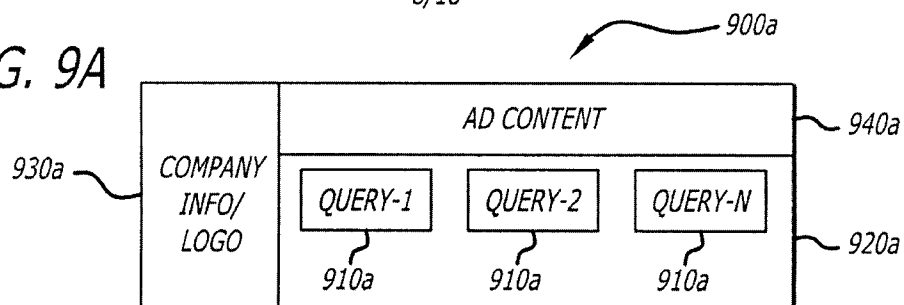


FIG. 9B

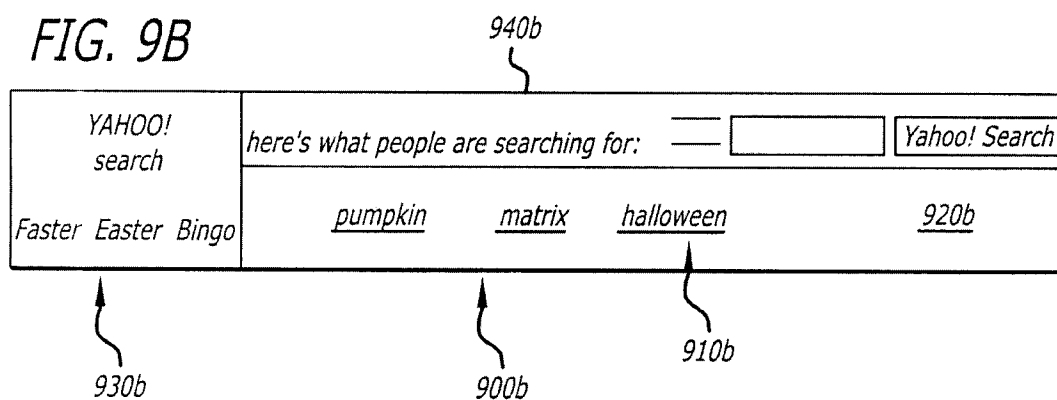
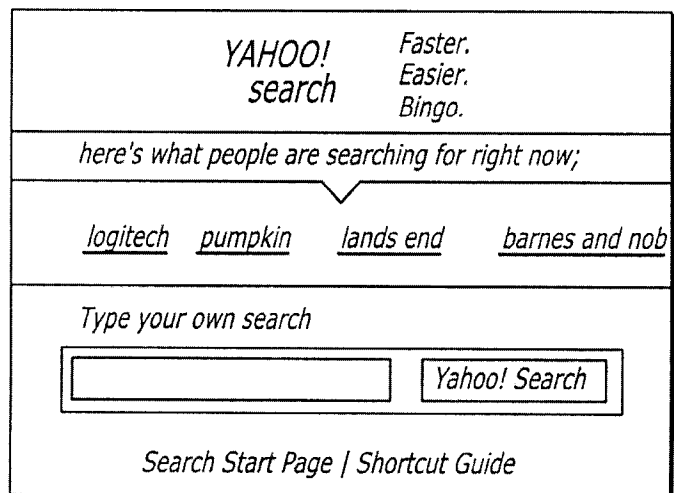


FIG. 9C





9/18

```
// shim will look for the following variables which will be supplied by the ad unit:
// nqIn = number of terms to get from the CGI - required!
// ageIn = age range (all:0-150/default, 1:0-18, 2:18-25, 3:25-35, 4:35-50, 5:50-150)
// genIn = gender (m-male, f-female, a-all) - not required
// zipIn = zip code - not required
// radIn = radius around zip-code - not required
```

**BLOCK 1:**

```
var extraParams = "";
if ( (nqIn < 1) or (nqIn == undefined) ) nqIn = 20;
if ( ageIn != undefined ) { extraParams += "&age="+ageIn; }
if ( genIn != undefined ) { extraParams += "&gen="+genIn; }
if ( zipIn != undefined ) { extraParams += "&zip="+zipIn; }
if ( radIn != undefined ) { extraParams += "&rad="+radIn; }
```

**BLOCK 2:**

```
1: baseUrl = "http://select.search.server.com/terms?q="+nqIn+"&r=x";
2: extraParams += "&rnd="+Math.random();
3: baseUrl += extraParams;
```

**BLOCK 3:**

```
buzz = new XML();
buzz.onload = parseResults;
buzz.ignoreWhite = true;
var listing=[];
buzz.load(baseUrl);
```

**BLOCK 4:**

```
var dataState = "loading";
```

**BLOCK 5:**

```
function parseResults(result) {
    if (result) {
        var items = buzz.firstChild;
        for (i=1; i<items.length; i++) {
            listing[i-1] = new Object();
            listing[i-1]["keyword"] = items[i].childNodes[0]; }
        dataState = "available"; }
    else
    {
        dataState = "unavailable"; }}}
```

**FIG. 10**

10/18

```
// This SWF looks for two variables
// delta = step size to take; dy=20 yields 2.0 pixels per
//frame
// offset = distance between keywords; can be negative to
// tighten up spacing between keyword blocks
// If they are not found, default values are set in frame
// 15 of this level.
// ttw = "time to wait" in seconds - defaults to 5 seconds
// (in this frame--see below)

// shim.swf will look for variables as follows:
// n = number of terms to get from the CGI - defaults to 20 if not set
// a = age range (all:0-150/default, 1:0-18, 2:18-25, 3:25-35, 4:35-50, 5:50-150)
// gen = gender (m-male, f-female, a-all) - not required
// zip = zip code - not required
// rad = radius around zip-code - not required
//
// EXAMPLE:
// To get a scroll of 20 keywords from users in ZIP code
//94089, load this scroller as follows:
//
ticker.loadMovie("http://path_to_scroller_SWF/vscroll_300x300.swf?n=20&zc=94089")
```

**BLOCK 1:**

```
pShim.loadMovie("http://select.search.server.com/shim.swf?qIn="+ nq
+"&ageIn="+a+"&genIn="+gen+"&zipIn="+zip+"&radIn="+rad)
```

**BLOCK 2:**

```
var scrollStatus = "loading"
```

**BLOCK 3a:**

```
var startTime = getTimer()
```

**BLOCK 3b:**

```
if ( ttw == undefined ){ ttw = 5;}
```

**FIG. 11**

11/18

**BLOCK 1:**

```
if ( ttw*1000 < (startTime - getTimer()) )
```

```
{
    scrollStatus = "unavailable";
    gotoAndStop(15);
}
else if ( pShim.dataState == "loading" )
```

**BLOCK 2:**

```
{
    gotoAndPlay(2);
    scrollStatus = "loading"
}
else
```

**BLOCK 3:**

```
{
    scrollStatus = pShim.dataState;
    gotoAndStop(15);
}
```

**FIG. 12**

12/18

```
// delta = step size to take; dy=20 yields 2.0 pixels per frame
// offset = distance between keywords; can be negative to
// tighten up spacing between keyword blocks
```

**BLOCK 1:**

```
if ( delta == undefined ){ delta = 20;}
```

**BLOCK 2:**

```
if ( offset == undefined ){ offset = 0;}
```

**BLOCK 3:**

```
offset = 1.0*offset;// coerce from string to number, just in case
```

**BLOCK 4:**

```
initMove=move=delta/10
```

**BLOCK 5:**

```
isMoving=true
```

**BLOCK 6:**

```
function hmove(mc){
  if(!isMoving) {
    move=0
  } else (move=initMove  )
```

**BLOCK 6a:**

```
mc._x -= move
```

**BLOCK 6b:**

```
if(mc._x < -mc._width){
  mc._x+=2*xPos;  }
mc._x= Math.floor(mc._x) }
```

**BLOCK 7:**

```
stop();
```

**BLOCK 8a:**

```
hoverColor="FF0000"
```

**BLOCK 8b:**

```
regularColor="0000FF"
```

**FIG. 13a**

13/18

**BLOCK 9:**

```
searchURL = "http://search.server.com/search?p=";
```

**BLOCK 10:**

```
if ( scrollStatus == "available" )
{
    var localListing = [];
    localListing = pShim.listing;
    formatResults(localListing);
}
```

**BLOCK 11:**

```
function formatResults(data) {
    xPos=0
    for (i=0; i<data.length; i++) {
        buzzMC1.attachMovie("item", "b"+i, i);
        buzzMC2.attachMovie("item", "b"+i, i);
        var mc1 = buzzMC1["b"+i];
        var mc2 = buzzMC2["b"+i];
        var head = data[i].keyword;
        var url = searchURL+escape(head);
        mc1.u = mc2.u=url;
        mc1.keyword = mc2.keyword = head;
        mc1.head = mc2.head="<font
color='#"+regularColor+"><u>" +head+"</u></font>";
        mc1.txt = mc2.txt= head
        var txtWidth=pixelWidthArial(head, 10);
        mc1.buttonMC._width=mc2.buttonMC._width = txtWidth
        mc1._x = mc2._x=xPos;
        xPos += txtWidth+offset
    }
    buzzmc2._x +=xPos
}
```

**FIG. 13b**

14/18

**BLOCK 1:**

```
on(rollOver){  
    _parent._parent._parent.isMoving=false  
    _parent.head = "<font  
color='#"+_parent._parent._parent.hoverColor+">" + _parent.txt + "</font>"  
}
```

**BLOCK 2:**

```
on(rollOut, dragOut){ // Block 2  
    _parent._parent._parent.isMoving=TRUE  
    _parent.head = "<font  
color='#"+_parent._parent._parent.regularColor+"><u>" + _parent.txt + "</u></font>"  
}
```

**BLOCK 3:**

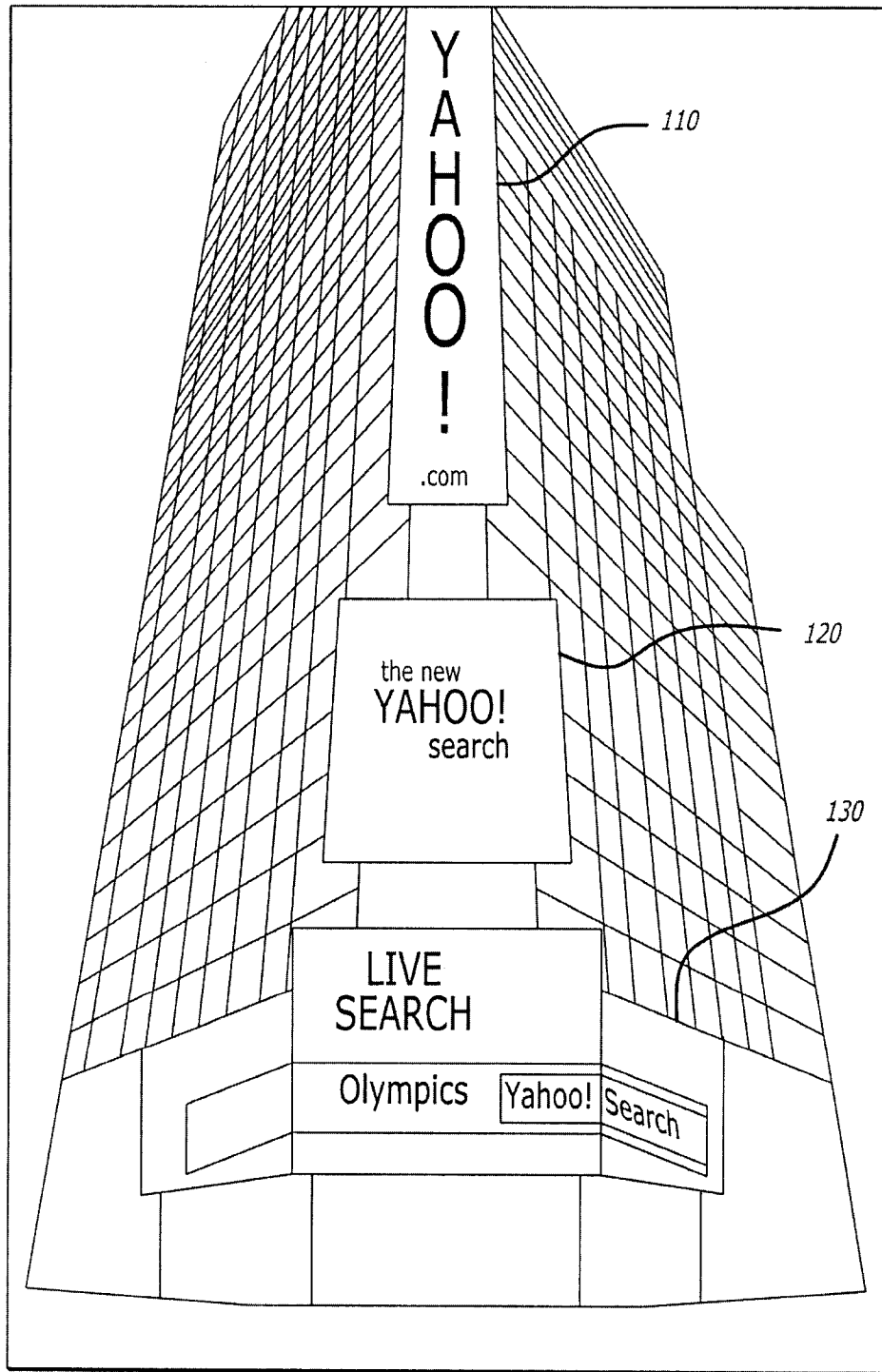
```
on(release){  
    // function doClick(keyword) must be defined in the _root level or nothing happens  
    _root.doClick(_parent.keyword)  
}
```

**FIG. 14**

100

15/18

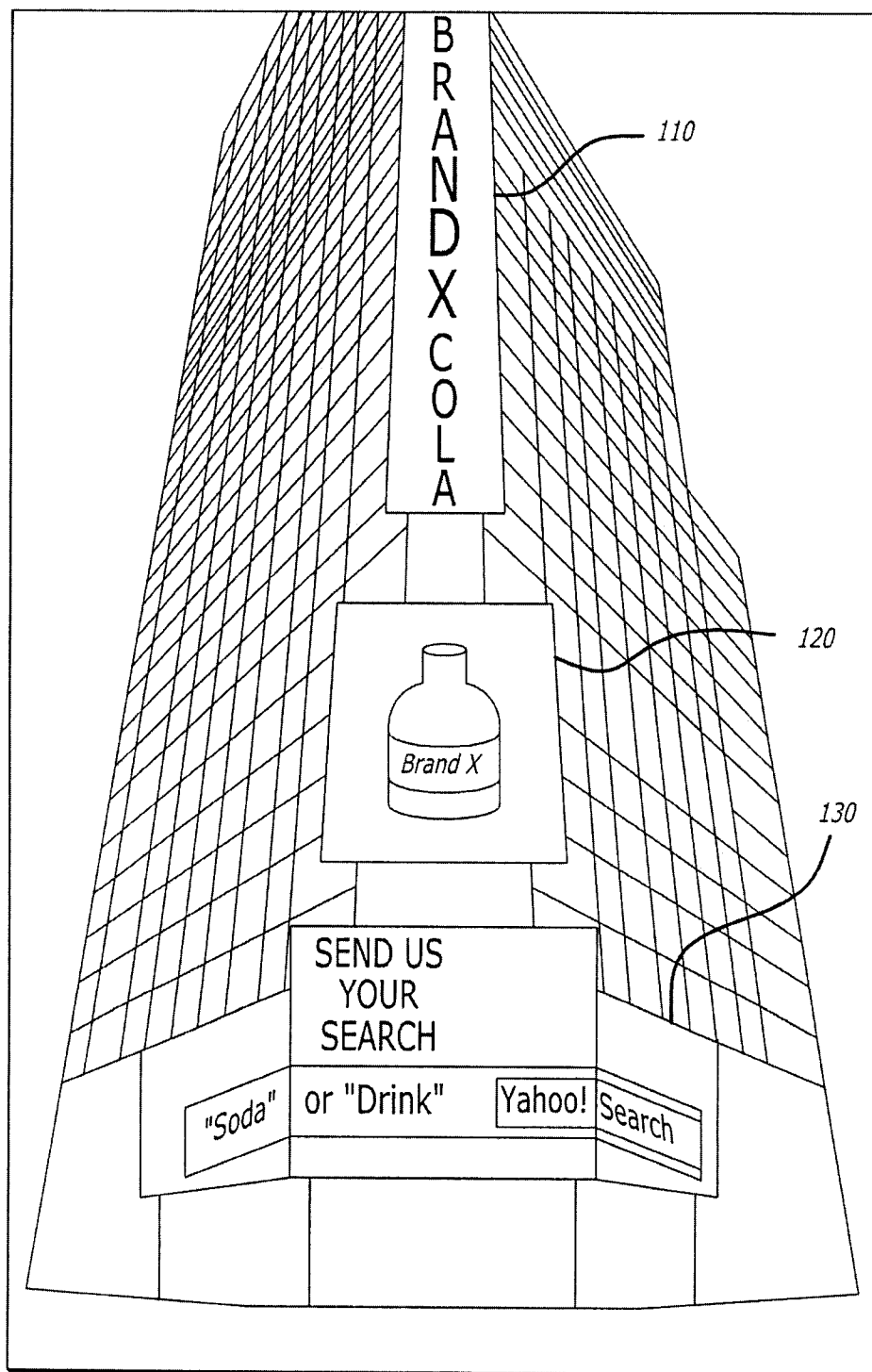
FIG. 15



100

16/18

FIG. 16

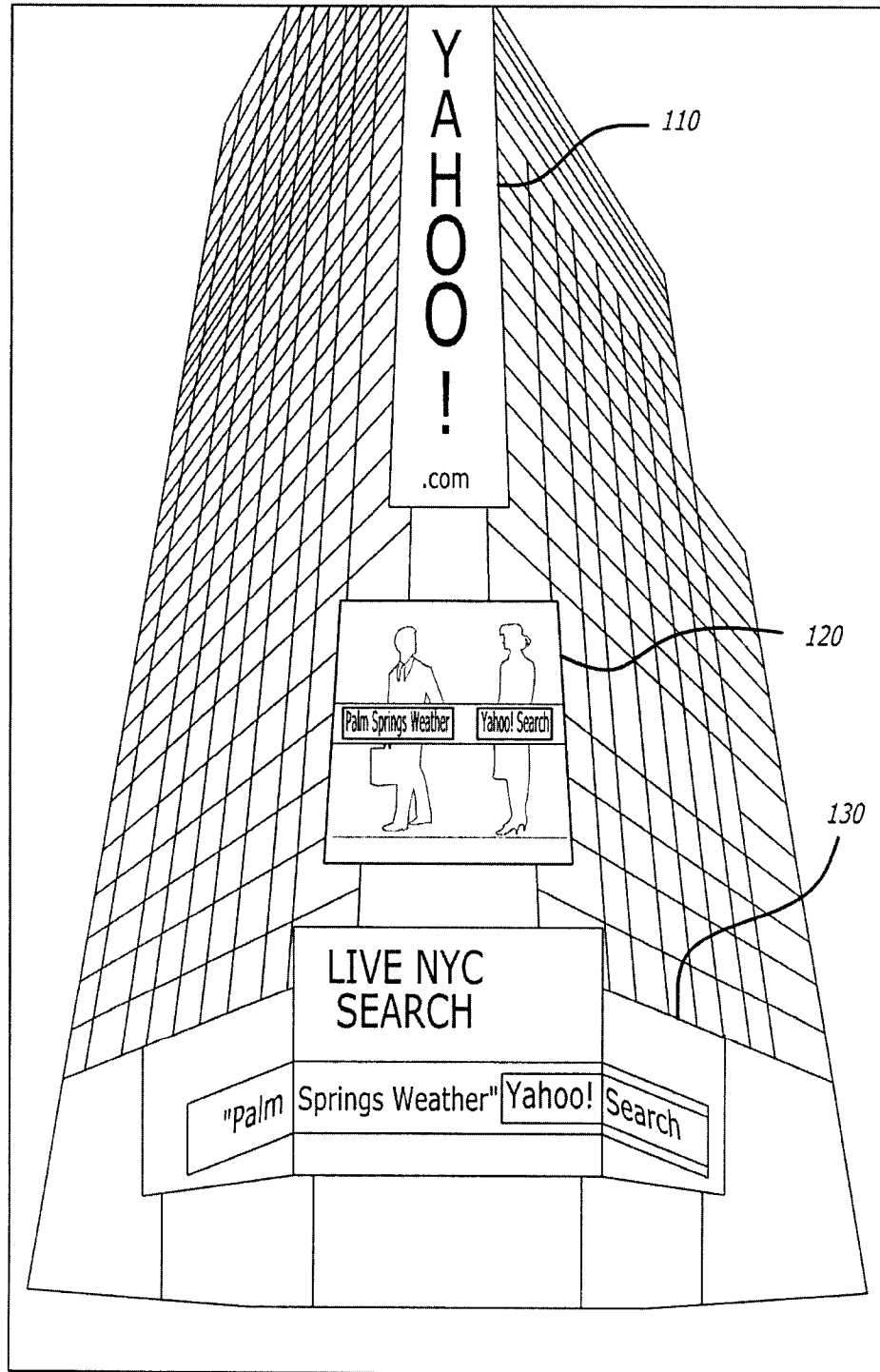




100

17/18

FIG. 17



18/18

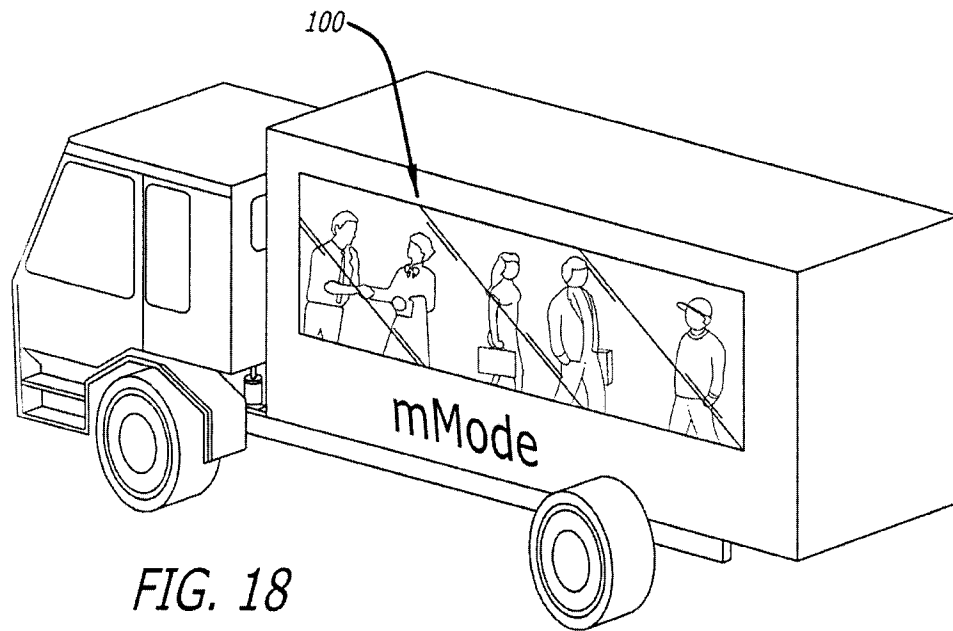


FIG. 18

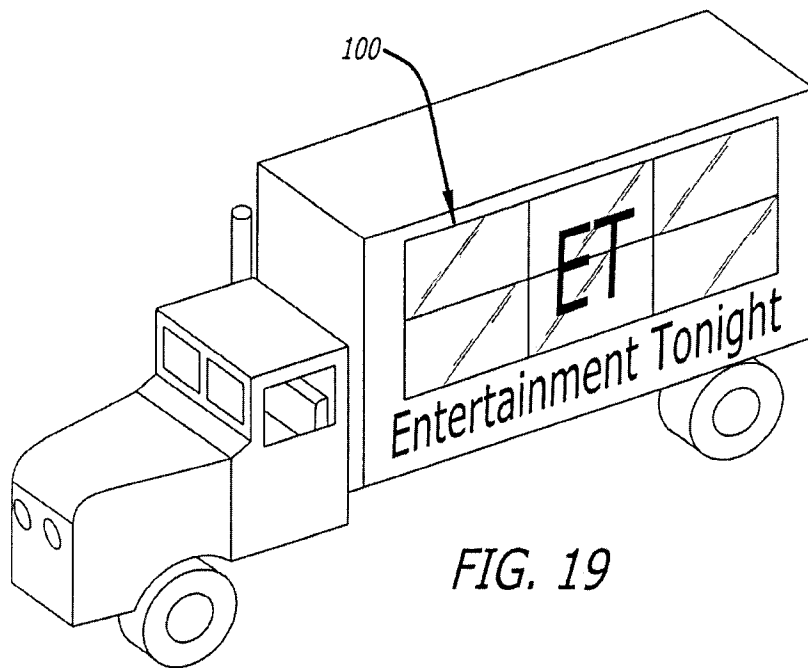


FIG. 19